

The Influence of Health Consciousness and Social Influence on Repurchase Intention Moderated by Customer Experience

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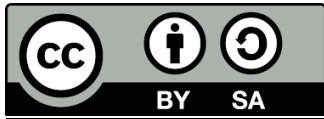
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Keywords:

Consumer behaviour; Health Consciousness; Social Influence; customer experience; repurchase intention.

Abstract

The purpose of this study is to examine and analyze the effect of Health Consciousness and Social Influence on the Repurchase Intention of Generation Z consumers for PT Multi Bintang Indonesia products. The method used is Structural Equation Modeling - Partial Least Square (SEM-PLS) utilizing SmartPLS software to test validity, reliability, and hypotheses (direct and moderating effects). The population involves Generation Z individuals residing or active in various outlets across the East Kalimantan region. The research results indicate that Health Consciousness has a significant and negative impact on Repurchase Intention among Generation Z consumers. Conversely, Social Influence emerges as the primary determinant, exerting a highly significant and positive impact on Repurchase Intention. These findings confirm the psychological dynamics of consumers, where health concerns rationally reduce purchase intention, yet simultaneously, the strong urge for conformity and peer dynamics absolutely dominate the final decision. A limitation of this study is its geographic scope, which focuses exclusively on consumer characteristics in the East Kalimantan region; therefore, the results may differ if generalized to the demographics of other regions. Additionally, the rapid dynamics of Generation Z's digital social trends make the social influence variable highly susceptible to shifting in a short period of time. The practical implications of these findings provide a strategic foundation for marketing management to transition from traditional push marketing approaches to experiential marketing. For future research, it is recommended to consider adding other moderating variables, such as price sensitivity or brand trust, to obtain a more comprehensive projection of Generation Z's behavior.



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INTRODUCTION

The post-pandemic shift in global lifestyles has brought fundamental changes in people's consumption behavior patterns, especially related to beverage products (Jonathan & Sarudin, 2024). Modern society now shows a trend of increasing health awareness, which triggers a sober curious lifestyle or a curious trend of healthy living by limiting alcohol intake (Chang et al., 2020).

Based on data on alcohol consumption by the Indonesian population, a constant downward trend can be seen from year to year. In March 2023, the volume of consumption was recorded at 0.37 liters per capita per year, then shrank to 0.34 liters in March 2024, and decreased again to 0.30 liters in March 2025 (Alamsyah & Efendi Al Agus Kristiadi., 2026; Aldila et al., 2025; Anggraeni & Basmantra, 2026; Anshu et al., 2022; Asteria & Hati, 2023).

Consumption data by age group confirms that Generation Z (age range 15–24 years) recorded the lowest consumption rate compared to all other productive age groups. The consumption rate in the 15–24 year group declined sharply from 0.21 in the initial period,

dropped to 0.18, and touched the lowest figure at 0.13 in the latest data. This confirms that Generation Z is increasingly selective and limits the consumption of calories and conventional products in order to maintain their projected physical health. Although rationality for health is increasing, Generation Z is still a demographic that urgently needs a forum for social interaction and social environment validation (Afifah, 2025). High exposure to social media triggers Fear of Missing Out (FOMO), where social pressure (Social Influence) forces them to remain present in Outlets. or cafes to maintain the existence of the group (Zimand-Sheiner & Lissitsa, 2024). There is a clash between Health Consciousness and Social Influence which causes the phenomenon of consumption behavior dilemmas. For PT. Multi Bintang Indonesia (MBI), this challenge must be overcome immediately to maintain and increase the daily sales volume target at various distribution points.

Conceptually, this study refers to the Theory of Planned Behavior (TPB) to analyze the dynamics of variables (Ajzen, 1991). Health consciousness refers to the level of cognitive and proactive concern of consumers in maintaining the health of their bodies (Jonathan & Sarudin, 2024). Social influence is defined as social pressures, peer references, and trend demands that dictate an individual's buying decisions (Natarajan et al., 2024). The customer experience variable is placed as a moderating variable, namely the level of emotional perception and direct interaction when consuming products that can strengthen or weaken purchasing behavior (Pebriani & Busyra, 2023). Meanwhile, repurchase intention is the action of consumers to buy or not to buy a product (Kotler, 2015); according to Kotler (2015), in the purchase process, purchase intention is closely related to the motive consumers have for using or buying a certain product. Under TPB, health consciousness operates as a behavioral belief that shapes attitude, social influence operates as a subjective norm, and customer experience is a contextual condition that may either strengthen or weaken the translation of beliefs and norms into intention, which is precisely the interaction this study tests.

Various previous literature reviews have examined many determinants that influence consumer purchase intention behavior. However, there are still research gaps (Research gap) that are fundamental. Previous studies have tended to test these variables separately and only focus on direct influences. There has been no comprehensive review that examines the phenomenon of clashes or behavioral dilemmas simultaneously, namely when Generation Z is faced with the rationality of maintaining physical health on the one hand, but is pressured by conformity from social interactions on the other. Answering this gap, the novelty of this study is focused on the elevation of the role of moderation from the variable Customer Experience. This study argues that the dilemma between health and social demands does not run linearly but can be bridged and executed into Repurchase intention If the company is able to create an experience of physical and emotional interaction. Based on the background and gaps of the research that have been described, this research is designed with the following objectives: 1) Testing and analyzing the influence of Health Consciousness on the Repurchase Intention of Generation Z consumers on PT. Multi Bintang Indonesia's beverage products. 2) Testing and analyzing the influence of Social Influence on the Repurchase Intention of Generation Z consumers on PT. Multi Bintang Indonesia's beverage products. 3) Evaluate the role of Customer Experience in moderating (strengthening or weakening) the relationship between Health Consciousness and Repurchase Intention. 4) Evaluate the role of Customer Experience

in moderating (strengthening or weakening) the relationship between Social Influence and Repurchase Intention.

METHOD

This study was developed through an explanatory quantitative approach with the aim of testing the causal relationship model between research variables. According to (Sugiyono, 2019), the explanatory research design is applied to test the truth of the hypothesis through empirical proof in the field, with the main focus being to determine the extent of the impact provided by independent variables on dependent variables. Based on these objectives, this design functions to examine the influence of health consciousness and social influence on repurchase intention with customer experience as a moderation variable of the research subject.

The population group in this study includes all Generation Z consumers who live or are active in various Outlets. East Kalimantan region, and have consumed PT Multi Bintang Indonesia's beverage products at least 3 times purchased. Given that the real population number fluctuates and is not known for sure and related to the determination of the ideal sample size, this study relies on a provision (Dwidienawati et al., 2022; C. M. Gunawan et al., 2023; G. Gunawan, 2025; Hair et al., 2014) which underlines that for the purposes of statistical analysis based on SEM-PLS, the minimum number of respondents required is ten times the total questionnaire indicators used. Therefore, in this study, the sample was determined to be 200 respondents. Sample withdrawal using the purposive sampling with the criteria that the respondents already have experience buying PT Multi Bintang Indonesia products.

Measurement Scale

All indicators in this study will use the likert scale to measurement, so that the design of the statement can be measured precisely. According to Sugiyono (2024) five-point likert scale can be used as a measurement scale to measure attitudes, opinions, and perceptions of a social phenomenon standardized and consistent, so that every statement compiled on the questionnaire can be represented in a structured way through choices:

Table 1. Likert Measurement Scale

Score	Answer Categories
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Neutral (N)
4	Agree (S)
5	Strongly Agree (SS)

Data Analysis

The data testing in this study applied the Structural Equation Modeling-Partial Least Square (SEM-PLS) approach. This method was chosen because it is very relevant to estimate research models that test the direct influence and effect of interactions (moderation), especially on sample sizes that are not too massive (Hair et al., 2019). Before evaluating the structural model,

an outer model is tested to ensure that all questionnaire instruments are valid and consistent internally.

Measurement Model (Outer Model)

1. Discriminant Validity: Using the HTMT (Heterotrait-Monotrait Ratio) criterion, where the value is required to be below 0.90 (Henseler et al., 2015).
2. Average Variance Extracted (AVE): A variable is declared to meet a good standard of convergent validity if it has an AVE value of > 0.50 . (Hair et al., 2021)
3. Cronbach's Alpha and Composite Reliability : A questionnaire is declared reliable and consistent if used repeatedly if it has a Cronbach's Alpha and Composite Reliability (CR) value greater than 0.70. (Sarstedt et al., 2017)

Structural Model (Inner Model)

If the measurement model has met all the standard criteria, the next stage is to evaluate the structural model (inner model) to analyze the strength of the relationship between variables.

1. **Coefficient of Determination (R²):** used to measure how large the proportion of variance in the dependent variable (Repurchase Intention) is able to be explained by the independent variable.
2. **Predictive Relevance (Q²):** Measured using a blindfolding procedure to assess whether the structural model has good predictive relevance. A Q² value greater than zero ($Q^2 > 0$) proves that the observational model has valid predictive relevance.
3. **Effect Size Criterion (f²):** Used to determine how much substantive contribution (impact) of the elimination of a certain independent variable is to the dependent variable.

Hypothesis Testing

Hypothesis testing was executed through a bootstrapping mechanism using a 5% subsample. A variable is declared to have a significant influence if the p-value is below 0.05 or the t-statistic value exceeds 1.96 (Hair et al., 2019). In addition to evaluating the direct impact, this study also specifically tested the interaction effect of Customer Experience as a moderation variable.

The hypothesis testing decision was based on a comparison between the p-value to the significance level of 95% ($\alpha = 5\%$). Referring to the guidelines (Hair et al., 2019), the criteria for acceptance and rejection of the hypothesis were set as follows:

- If the p-value ≤ 0.05 and the t-statistical value ≥ 1.96 , then the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted.
- If the p-value > 0.05 or the t-statistical value < 1.96 , then the null hypothesis (H₀) is accepted and the alternative hypothesis (H_a) is rejected.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of the questionnaire that has been distributed online through google form, the number of respondents obtained is 245 respondents. After going through the screening process, there are 242 sample respondents that can be used in this study because they have met the specified requirements. This number has exceeded the minimum limit determined in this study, which is 200 respondents. The initial stage of the research was carried out by describing descriptive statistics of respondent profiles consisting of gender, age (generation), and occupation.

Table 2. Characteristics of Respondents

Characteristics	Categories	Frequency	Percentage
Gender	Men	165	68.18%
	Women	77	31.82%
Age (Gen Z)	21 – 25 Years	71	29.35%
	26 – 29 Years	171	70.66%
Main Occupations	Private Employees	62	25.62%
	Self-employed	56	23.14%
	Professional	52	21.49%
	Student / Student	37	15.29%
	Others	35	14.46%

Source : Processed data, 2026

Based on **Table 2**, The demographic profile shows that the majority of PT Multi Bintang Indonesia's consumers in East Kalimantan are dominated by men (68.18%). This dominance is in line with the social culture in barge and nightlife areas that have historically been more accessible to men, although the participation of female consumers (31.82%) shows an increasingly inclusive shift in modern lifestyles.

The majority of respondents were in the age group of 26-29 years, namely 171 people (70.66%), followed by the age group of 21-25 years old as many as 71 people (29.34%). This study succeeded in reaching the Generation Z group who are already legal to consume PT. Multi Bintang Indonesia products.

In line with the age profile above, the distribution of respondents' jobs is dominated by Private Employees (25.62%), Self-Employed (23.14%), and Professionals (21.49%). In total, more than 70% of respondents already have their own income. This confirms that respondents have **Financial independence and decision-making autonomy**. Their choice to buy PT MBI products is not controlled by the parents' allowance limits, but purely from their rational impulses (health) or social impulses.

Outer Model Results

Evaluation of measurement models (Outer model) in this study was carried out to verify the level of convergent validity, discriminant validity, and reliability of construct instruments. Convergent validity analysis was measured through the magnitude of the value Outer Loading and Average Variance Extracted (AVE), while the reliability of the construct is evaluated using Composite Reliability (CR) and Cronbach's Alpha (Jeni et al., 2026).

An indicator is declared to meet the statistical feasibility standard if it has a value Outer Loading exceeds 0.70, and the AVE value is above the 0.50 mark. However, statement items with a range of values Loading between 0.50 and 0.70 can still be considered to be maintained, provided that its presence does not significantly decrease the reliability values (AVE and CR) of the overall construct (Hair et al., 2019).

On **Table 4**. indicates that there is an indicator that does not meet the outer loading criteria ≤ 0.70 in the variable Repurchase intention, namely the RI3 indicator. Therefore, in this study, the author decided to eliminate the RI3 indicator. The elimination of this indicator

contributes to the increase in the value Average Variance Extracted (AVE) and Composite Reliability (CR) on the construct Repurchase Intention, so that the model becomes more resilient.

Table 3. Outer Model Test Results

Variable	Indicator	Loadings	Cronbach's Alpha	CR	AVE
Health Consciousness	HC1	0.689	0.745	0.830	0.494
	HC2	0.787			
	HC3	0.687			
	HC4	0.674			
	HC5	0.673			
Social Influence	SI1	0.726	0.736	0.826	0.489
	SI2	0.644			
	SI3	0.662			
	SI4	0.780			
	SI5	0.674			
Customer Experience	CE1	0.762	0.687	0.809	0.515
	CE2	0.666			
	CE3	0.722			
	CE4	0.718			
Repurchase Intention	RI1	0.778	0.538	0.743	0.426
	RI2	0.633			
	RI3	0.514			
	RI4	0.673			

Source : Processed data, 2026

Once the RI3 indicator is eliminated, the test is re-performed. Results on **Table 5** shows that all remaining indicators have met the criteria Outer Loading adequate. Although the AVE value on the variable Health Consciousness (0.494) and Social Influence (0.489) is marginally marginally below 0.50, the indicator is maintained. This refers to the literature of Fornell & Larcker (1981) which states that if the AVE value is close to 0.50 but the value of Composite Reliability (CR) is well above 0.60 (in this case $CR > 0.80$), so the convergent validity of the construct is considered sufficient and valid.

Table 4. Results of Outer Model Testing. (After the removal of the RI3 indicator)

Variable	Indicator	Loadings	Cronbach's Alpha	CR	AVE
Health Consciousness	HC1	0.698	0.745	0.830	0.494
	HC2	0.778			
	HC3	0.699			
	HC4	0.667			
	HC5	0.664			
Social Influence	SI1	0.732	0.736	0.826	0.489
	SI2	0.649			
	SI3	0.653			
	SI4	0.788			
	SI5	0.663			
Customer Experience	CE1	0.764	0.687	0.809	0.515
	CE2	0.656			
	CE3	0.724			
	CE4	0.723			
Repurchase Intention	RI1	0.791	0.569	0.776	0.536
	RI2	0.702			
	RI4	0.700			

Source : Processed data, 2026

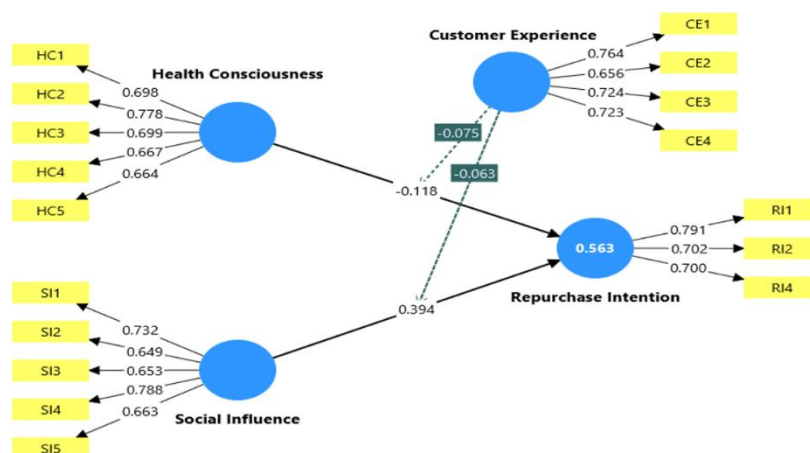


Figure 4. indicates that all indicators have met the criteria values

Source : Smart PLS 4.0, 2026

Figure 4 indicates that all indicators have met the criteria values. Thus, the measurement model is declared valid and reliable.

Further, discriminant validity testing is performed to ensure that each latent variable is empirically different from each other. These measurements are analyzed using the Heterotrait-Monotrait Ratio of Correlations (HTMT).

Table 5. Results of the Discriminant Validity Test (HTMT)

Variable	CE	HC	RI	IF
Customer Experience	-	-	-	-
Health Consciousness	0.862	-	-	-
Repurchase Intention	0.865	0.778	-	-
Social Influence	0.824	0.858	0.882	-

Source : Smart PLS 4.0, 2026

The HTMT value in the analysis of this study generally proves that the level of validity of inter-construct discrimination is at a threshold that can still be accepted and interpreted, so that each psychological dimension and consumer behavior within the framework of this research model (ranging from aspects of social influence, health awareness, to consumer experience) can be differentiated separately in the statistical computational process.

Inner Model Results

The testing of the structural model (Inner Model) in this study is aimed at mapping and evaluating the causal relationship between latent variables in the research model. The construction of this model consists of two exogenous variables, namely Health Consciousness and Social Influence; one moderation interaction variable, namely Customer Experience; and one endogenous variable, namely Repurchase Intention. The value above the path arrow represents the magnitude of the Path Coefficient / Beta, while the number printed inside the circle of endogenous variables represents the value R-square (R^2), as comprehensively visualized in **Figure 2** below:

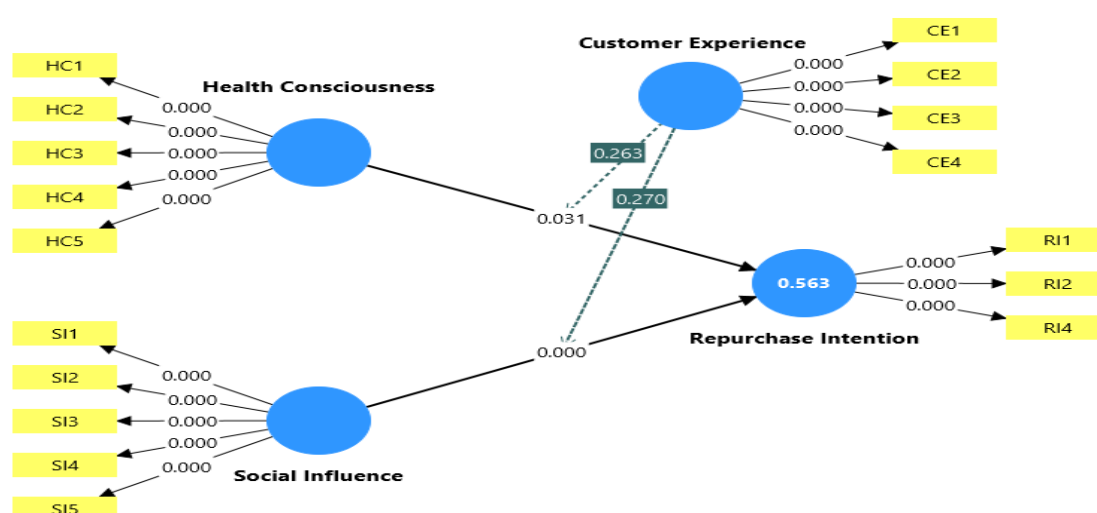


Figure 5. the explanation related to the structural parameters of the model

Source : Smart PLS 4.0, 2026

Based on Figure 5, the explanation related to the structural parameters of the model is as follows: The value (R^2 R-Square) for the Repurchase Intention variable is **0.563**. This figure means that 56.3% of variances or fluctuations in the repurchase intention decisions of Generation Z consumers can be explained simultaneously by a combination of Health Awareness, Social Influence, and their moderation. This value is included in the moderate classification, which indicates that the predictive ability of this research model is very good. Meanwhile, the remaining variance of 43.7% is explained by other elements or factors outside the scope of this model. Referring to the operational profile of the FMCG and entertainment industry, it is assumed that the remaining 43.7% is influenced by external situational factors, such as price/discount fluctuations, weather, strategic location of outlets, and the availability of competitors' products at the time consumers shop.

Table 6. Results of the Inner Model Path Coefficient

Variable Relationships	Path Coefficient	Interpretation
HC RI→	-0.118	Negative, Weak
SI RI→	0.394	Positive, Strong
EC → RI	0.308	Positive, Medium
CE x HC Moderation → RI	-0.075	Negative, Very Weak
Moderation CE x SI → RI	-0.063	Negative, Very Weak

Source : Smart PLS 4.0, 2026

Based on the presentation of **Table 6**, it shows that SI has the greatest influence on RI, followed by CE. Against RI, HC has a weak negative influence, while the interaction of CE x HC and CE x SI moderation shows the least influence.

Furthermore, the measurement of effect size (f^2) is used to examine how essential and how much the absolute contribution of each exogenous variable is in predicting endogenous variables. f^2

Table 7. Effect Size Test Results (f^2)

Path	f^2	Interpretation
HC → RI	0.017	Small
SI → RI	0.135	Small - Medium
EC → RI	0.078	Small
CE x HC Moderation → RI	0.007	No effect
Moderation CE x SI → RI	0.005	No effect

Source : Smart PLS 4.0, 2026

Referring to Table 7, Social Influence (Social Influence) has the largest positive path coefficient while contributing the most substantial effect (f^2) in encouraging consumer repurchase intent. In contrast, the role of f^2 Customer Experience As the moderation variable recorded a very minimal effect size, indicating that the moderation interaction had almost no absolute contribution to the model.

Hypothesis Test

The hypothesis test in this study was executed using the Bootstrapping with reference to the fulfillment of the value criteria T-Statistics (≥ 1.96) and P-Value (≤ 0.05) to establish the significance of a structural relationship.

Table 8. Hypothesis Testing Results

Variable	O β	T - Statistics	P - Value	Verdict
HC $\rightarrow$ RI	-0.118	2.161	0.031	Accepted
SI $\rightarrow$ RI	0.394	4.941	0.000	Accepted
Mod CE x HC $\rightarrow$ RI	-0.075	1.118	0.263	Rejected
Mod CE x SI $\rightarrow$ RI	-0.064	1.103	0.270	Rejected

Source : Smart PLS 4.0, 2026

The empirical data in **Table 8** shows that of the four hypothesis formulations proposed, **only two hypotheses were declared accepted** with a very high level of validity, namely **H1 and H2**. The other two hypotheses (H3 and H4) were rejected because their significance level missed the set criteria (having a P-Value above 0.05 or a T-Statistics below 1.96).

Health Consciousness proven to have a negative influence and **Significant** against Repurchase Intention (T = 2.161; P = 0.031). This empirically proves that the higher the awareness and concern of Generation Z consumers about the health impact (calories/alcohol), the lower their intention to repurchase PT MBI products will decrease significantly

Social influence against Repurchase intention with the data of the results of the research T-Statistics = 4.941 (≥ 1.96), P-Value = 0.000 (≤ 0.05), with a positive coefficient () of 0.394. β This shows that social influence has been proven **to have a positive and very significant effect** on repurchase intentions. This means that pressure or encouragement from association is the main factor; the stronger the influence from peers, the higher the consumer's intention to make repeat purchases.

Moderation effect Customer Experience on the relationship Health Consciousness against Repurchase intention Based on the table above, the value of T-Statistics = 1.118 (< 1.96) and P-Value = 0.220 (> 0.05). Which indicates that the consumer experience (Customer Experience) **failed to act as a moderator**. These variables are unable to reinforce or bridge the relationship between an individual's health awareness and their repurchase intention.

Moderation effect Customer Experience on the relationship Social Influence against Repurchase intention Based on the table above, the value of T-Statistics = 1.103 (< 1.96) and P-Value = 0.270 (> 0.05). This means consumer experience (Customer Experience) **Not moderating** The relationship between social influence and repurchase intention. This means that the strong social drive to buy products is very independent and does not require additional encouragement in the form of experience or service from the company.

This research design is used to analyze the dynamics of the influence of health awareness (Health Consciousness) and social stress (Social Influence) against the intention of repurchase (Repurchase intention) consumers, by evaluating the intermediaries of consumer experience (Customer Experience) as a moderation variable in PT Multi Bintang Indonesia (MBI) products. Based on the results of structural model analysis (Inner model), the main

finding was obtained that rational internal factors (health) significantly reduced repurchase intentions, while external factors (social influences) were the dominant determinants that increased repurchase intentions. Furthermore, consumer experience in the field proved to be unable to moderate or bridge the two impulses.

H₁ : The Effect of Health Consciousness on Repurchase Intention

The findings of statistical analysis show that Health Awareness (Health Consciousness) is negatively and significantly correlated with Repurchase Intention (Repurchase Intention) with a coefficient value (β) = -0.118, a value β T-Statistics = 2,161, and P-Value = 0.031. Because it meets the significance requirement (P-Value < 0.05 and T-Statistics > 1.96), then H₁ **Accepted**.

These results indicate that the higher the level of awareness and cognitive concern of Generation Z for their physical health (such as avoiding high calorie intake or alcohol), the significantly lower their intention to repurchase PT MBI products. This proves that the "health filter" among young consumers operates rationally and strictly. Consumers' proactive attitude in limiting calorie intake has a direct impact on their reluctance to build loyalty commitments to products that are considered risky to long-term wellness.

These empirical findings are in line with a study from Napitupulu et al. (2025), which confirms that health awareness in Generation Z consumers is not just a momentary trend, but a fundamental change in attitude that strictly dictates their repeated purchase decisions. Furthermore, these results are supported by the study of Bhutto et al. (2023) which highlight that Generation Z has a high level of health literacy; they proactively evaluate products and will hold back repurchase intentions if they do not align with their healthy lifestyle protocols or projections.

The strong role of health awareness as a significant predictor that dictates repurchase intention is also empirically proven in the study by Thanki et al. (2022) published in the journal Foods. The study found that health awareness has a substantial and statistically proven influence in changing consumers' repeated purchase intentions. Interestingly, although the study recorded a positive relationship direction considering that the object studied was a healthy organic food product, this finding actually validates the fundamental psychological mechanism that occurs in this thesis. This means that health consciousness is proven to operate as an absolute "evaluation filter" for consumers. When a product is claimed to support health, repurchase intention will increase sharply, and vice versa (as in PT MBI's recreational products in this study), when the product is considered to be contrary to physical health protocols, the high awareness will significantly lower or kill repurchase intention.

H₂ : The Influence of Social Influence on Repurchase Intention

The results of statistical analysis demonstrate that Social Influence (Social Influence) is positively and very substantially correlated with Repurchase Intention (Repurchase Intention), denoted by the value of the line coefficient (β) = 0.394, β T-Statistics = 4,941, and P-Value = 0.000. Because the value P-Value is well below 0.05 and T-Statistics exceeds 1.96, then empirically H₂ **Accepted**.

These findings prove that the social environment acts as the most central deterministic driver in maintaining the business cycle of PT Multi Bintang Indonesia (MBI) products in this consumer segment. Social influences characterized by peer reference, conformity pressure, and

fear of missing out have proven to be very effective in forcing individuals to adapt. In the social ecosystem of East Kalimantan, the act of consuming PT. Multi Bintang Indonesia's products in the café or bar area is not just a fulfillment of functional needs, but a performative action to maintain the status and affiliation of the group. When a central figure in a circle places an order, normative pressure automatically replicates the behavior to other members, creating massive repeat orders.

The results of this finding are in line with (Indira et al., 2026) who explained that the social influence of Influencers, peers, and digital communities can form trust that effectively encourages consumers to return to purchase. High social interaction in Platform facilitate consumers to be more easily influenced by recommendations and content trends that appear repeatedly, so that the intention to buy again (Repurchase intention) will be created significantly. Furthermore, empirical support is also found in the study of (Brakus et al., 2009; Chang et al., 2020; Chetioui et al., 2020; Citro et al., 2023) which proves that the Social Influence has a positive and significant influence on Repurchase Intention. The study emphasizes that when consumers perceive the people around them to suggest to continue using a product or service, then those consumers will automatically be willing to execute a repurchase in the future. Furthermore, research from (Adelika & Tri Inda Fadhila Budhi Dharma., 2024; Adilla & Maulana, 2023) states that Social Influence is closely related to pressure or encouragement from external parties, i.e. people who are considered important in a person's life, such as family and friends. They conclude that Social Influence have a significant and positive effect on Repurchase intention Because the more consumers in a social group talk about the benefits of a product, the greater the likelihood of motivation for members of that group to make a repeat purchase of the same product.

H3: Customer Experience Moderation on the Effect of Health Consciousness on Repurchase Intention

The results of statistical analysis revealed that Consumer Experience interactions (Customer Experience) is not significantly correlated in moderating Health Awareness (Health Consciousness) against Repurchase Intention (Repurchase Intention), which is denoted by the value of the coefficient (β) = -0.075, β T-Statistics = 1.118, and P-Value = 0.263. Given that the significance criteria are not achieved (P-Value > 0.05 and T-Statistics < 1.96), then empirically **H₃ Rejected.**

These findings indicate that no matter how good the physical experience or sensory interaction presented by PT Multi Bintang Indonesia (MBI) in the field such as events, taste and quality of products, or the way it is served in bars and cafes, it does not have the capacity to neutralize health doubts in the minds of Generation Z consumers. If a consumer has strict internal principles to avoid alcohol calories, then a great customer experience will not manipulate their perception to think the product is more worth rebuying.

These findings are in line with Putri & Maskur (2026), who prove that positive user experience evaluations often only serve as a baseline expectation standard (service prerequisite). Physical interaction experiences are ultimately not powerful enough to directly stimulate repurchase decisions or act as a catalyst when consumers have more dominant functional or rational considerations. Conceptual support was also found in the research of Wijaya, Ali, & Suasih (2025) whose study examined consumer behavior in health-based

restaurants and found that experiential marketing failed to have a significant indirect effect on repurchase intention. The study concluded that although interactive engagement and sensory experiences are capable of creating momentary emotional satisfaction, these experiential elements have proven to be unable to be a powerful bridge to trigger long-term loyalty or repurchase. Furthermore, theoretical support that is highly relevant to the leisure products industry was found in the study of (Hwang & Choe, 2020) published in the *International Journal of Contemporary Hospitality Management*. Their study specifically examined consumer behavior in the hedonistic food and beverage (F&B) industry. The results empirically prove that service experience elements (such as atmosphere, staff interaction, and aesthetics) are not able to moderate or bridge the relationship between health awareness and repurchase intent. When products intersect directly with the pursuit of momentary pleasure and communal recreation, the service experience loses its moderation power to intervene or change consumers' perception of health risks.

H4: Customer Experience Moderation on the Influence of Social Influence on Repurchase Intention

The results of statistical analysis demonstrate that the effect of Consumer Experience interaction produces a value ($= -0.064$) with β T-Statistics = 1.103 and P-Value = 0.270. Considering that P-Value > 0.05 and T-Statistics < 1.96 , it H_4 is rejected.

The rejection of this hypothesis reveals a crucial sociological reality, the pressure from the social environment (social influence) on Generation Z has proven to have operated in a very independent, absolute, and dominant manner. The insistence of peers to consume PT Multi Bintang Indonesia (MBI) products in society already has such a massive gravitational force, that it no longer relies on customer experience as a strengthening catalyst. This means that the intention to buy back dictated by social conformity will definitely be executed in a certain way, regardless of whether the interaction of staff, atmosphere, and outlet facilities is at a very satisfactory level or just ordinary.

Theoretically, the previous literature that specifically and precisely concludes the failure of the effect of customer experience moderation on the social influence pathway on repurchase intention is still very limited and has not found a completely identical formulation. Nevertheless, the findings of hypothesis rejection in this thesis have a very relevant conceptual proximity and are strongly supported by empirical research from Siwela, Ebewo, & Faku (2022). In his study, it was emphatically proven that the Experience variable failed to moderate the relationship between social influence and behavioral intention (Behavioral Intention which is the theoretical foundation of repurchase intention). The study confirms the same thinking foundation as this thesis when social influence or social pressure has become the main determinant that dictates a person's decisions, then the accumulated service experience in the past (experience) is no longer able to provide a significant moderation effect to manipulate or change the direction of consumers' behavioral intentions in the future.

CONCLUSION

The main findings of this study reveal that the mechanism of repurchase intention formation among Generation Z consumers of PT Multi Bintang Indonesia products operates amid a strong clash between the internal rationality of the individual and the external pressures

of the environment. Based on the structural analysis, health consciousness is negatively and significantly correlated with repurchase intention ($\beta = -0.118$; $p = 0.031$), while social influence appears as the single most dominant determinant with a positive and very significant correlation ($\beta = 0.394$; $p = 0.000$). Customer experience fails to act as a moderating variable in either pathway ($p = 0.263$ and $p = 0.270$), and the model explains 56.3% of the variance in repurchase intention. This condition provides a clear picture of the psychological dynamics of young consumers: their high literacy and concern about health impacts rationally act as a strict filter that visibly limits and decreases their intention to buy back the product, yet when they enter the scope of socializing and entertainment, external factors take over decision control. Social influence operates independently, absolutely, and dominantly, because the fundamental psychological need to be recognized, the fear of falling behind the trend, and the drive to maintain group affiliation force individuals to tailor their orders to their peers, and this gravitational force of social conformity is so massive that it becomes the main driving force ensuring the continuity of the repeat order cycle in the field.

This study has several limitations that must be considered in interpreting the output and developing further research. The first limitation relates to geographical scope and sample size: the study focuses exclusively on Generation Z consumers in the East Kalimantan region with a sample of 242 respondents, so generalization to the demographic and cultural contexts of other regions must be done with caution. The second limitation relates to the cross-sectional design, which measures variables at only one point in time; given the rapid dynamics of digital social trends among Generation Z, which make social influence variables highly susceptible to shifting within a short period, the dynamics of consumption behavior could ideally be captured more accurately through a longitudinal design. The third limitation relates to the R^2 value of repurchase intention, which is 56.3%; although classified as moderate to strong, this indicates that 43.7% of variance is explained by factors outside the model, suspected to be related to contextual and situational factors such as price fluctuations, the availability of competitor products at outlets, price sensitivity, and brand trust. Based on these limitations, future research is recommended to expand the sample by involving Generation Z demographics outside East Kalimantan and increasing the number of respondents, to adopt a longitudinal design through periodic measurements so that the dynamics of changes in social influence on repurchase intention can be identified more accurately, and to include variables such as price sensitivity and brand trust or to explore situational factors such as competitor availability as independent variables and alternative moderation to obtain a more holistic projection of Generation Z behavior in the contemporary beverage industry.

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AUTHOR'S CONTRIBUTION

All authors contribute to the preparation of research concepts, methodology development, data collection and analysis, manuscript preparation, and manuscript revision. All authors have read and approved the final version of the manuscript.

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